Badge Unit Make-Up Work

* **Create a logo in Power Point**
  + On Day 1, your group will choose a group name, slogan, and create a logo. You will do this on your own for your own “fictional” group.
  + Fill out the “Our Company” page in your packet.
    - Choose the name of your company
    - Create a slogan—a simple catchy phrase about your badge-making company.
    - Once you have made your logo, you will print it and glue it onto the packet.
  + Now you will create your logo.
    - Go into Power Point. Using tools such as Wordart, shapes, text, and clipart, create a simple logo that says your company name, like the example in the packet.
    - Make the logo about the size of ¼ the page.
    - Using the CTRL key, highlight all pieces of your logo and right click, then choose GROUP.
    - Print and cut this out, gluing it into your packet.
* **Design Brainstorm**
  + You will not be able to actually create any badges you design, as you will be gone. But you will still be required to brainstorm some ideas of what you could do. Fill out the Designer Brainstorm page. Draw some crude designs of what you WOULD have liked to do if you have been able to. Make sure to fill all the circles. You may do pictures, funny sayings, popular logos—whatever you choose.
* **Create Posters in Print Shop**
* Make ONE Poster
* Make TWO posters
  + You will now create posters in print shop—one or two, depending on how many days you will be gone. The box will be checked for how many you need to make. If possible, you need to make these posters in Print Shop in my classroom. If this is not possible, you may use Word.
  + Your posters must include:
    - Your logo
    - At least **three** badge designs
      * To do this, do an online search for funny badges and copy and paste the picture into your poster.
    - Your slogan
    - A border
    - If you are doing two posters—make the second poster with a different design but the same logo and button designs.
* **Do a modified Business Plan**
  + The business plan is where the president keeps track of the money for all the designs you are creating.
  + You can get a copy of the Business Plan on my website:
    - <http://mrsrees-elkridgemiddleschool.wikispaces.com/>
    - Under the CTE Intro heading, choose Badge Builder Makeup and click. You can download it there.
  + Obviously, the information you enter into the business plan is purely fictional.
  + Fill out Step 1 & 3 in the business plan, and also do the graph on Step 4. There are instructions on how to do the graph on the Chart Directions tab.
    - STEP ONE – To fill out step one, you will enter your name where it says “Group Names”
      * Choose false names for each design (do anywhere from 3-8) in column B.
      * Choose a size—just type a 1 or 2 on Column C.
      * Choose printing in column E—the prices are listed on the page.
      * Enter Royalties—type in $2.00 next to at least TWO of your “designs” on column G. This is for if you create a design that uses a copyrighted image.
      * Enter a Price in column I. If you hover your cursor over the red triangle, you can see what the price range is for each size.
      * Choose Quantity in column K. How many of each design are you going to make? Your total number of buttons should equal 10.
      * In cell H21, type the number of designs you created—something between 3 and 8.
    - STEP TWO - SKIP
    - STEP THREE – Click on the Step Three tab.
      * In Column E, type a “1” (without quotes) in at least two of the rows. These are “losses” as if you made a mistake when making the badge.
      * In Column F, type in how many you “sold.” You will have to make this up—pay attention to how many you ordered in the first place and decide how many sold.
      * In Column G, type in three “1”s on different rows—these are badges that you ordered on top of selling.
      * In Column H, enter how many badges, if any, you did not sell. Again—make it up!
      * In Column I, enter how many votes you had. Enter anywhere from 5-10 votes on whatever design.
    - STEP FOUR – Click on step four. Highlight B6-D13. Go to the Chart Directions tab and read those directions to tell you how to make the chart. Make the chart on the Step Four tab.
  + Print sheets 1,3,and 4. Or you can email the whole business plan to me at [megan.rees@jordan.k12.ut.us](mailto:megan.rees@jordan.k12.ut.us). Turn in with your printed packet.

Completing these assignments will exempt you from the Group Evaluation score, worth 200 pts, which would otherwise hurt your grade severely, as you are not in class to do your required share of the work.

Our Company

Create a company name. Brainstorm some ideas and choose the best one. If you have trouble deciding, the President gets final say.



Company Name:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Now you will create a slogan. Remember that your slogan is about your company, not your product. Slogans can be very short and simple. If you cannot decide on a slogan, the Salesman gets the final say.



Company Slogan:

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Next you will create a logo. This can be done in Print Shop or even Word by the Designer. Your logo can be very simple. Using the Shapes option in Word or Print Shop is a great idea! Print a copy of your logo and place it in the box provided.



Company Logo:



Paste your logo here

Example:

The Badge Babes

Designer Brainstorm

**Directions**: Using this and any other scratch paper you may need, start brainstorming ideas for your buttons. Write down sayings, sketch drawings, take notes on colors you would like to use. Remember that you may make as many as 8 different designs. This is just a scratch paper—you do not have to have your final designs here. Keep in mind that you must leave a large margin around the edge of your button, which will be tucked in under the button. Don’t use the entire space for your design.